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Italy's wine tourism drew 13.4 million visitors in 2025

A Monitor Deloitte study said the sector generated 2.7 billion euros after visitor numbers rose 8.5% from 2024

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Wine tourism in Italy generated 2.7 billion euros in 2025 and drew 13.4 million visitors, according to a Monitor Deloitte study released on Tuesday, November 24. The report said that was about 1 million more visitors than in 2024, an increase of 8.5%, and part of a market that has expanded by an average of 11% a year since 2021.

The figures point to a strong expansion in one of the wine industry’s main channels beyond bottle sales. For producers, the growth of winery visits can support more direct contact with consumers and may help broaden revenue through hospitality, food service and on-site purchases, areas that often carry strategic value for beverage companies looking to diversify.

The study said the trend reinforces Italy’s position as the world’s largest wine producer, accounting for about 20% of global wine volumes in 2024. It described a market shaped by a wider shift in consumer behavior, with many travelers now seeking wine as an experience tied to a place, not only as a product to buy.

Monitor Deloitte identified three main forces behind that change: immersive experiences, sustainability and digital innovation. Half of travelers surveyed said they want authentic contact with rural settings and historic villages. Another 39% said a winery visit is mainly a moment of relaxation.

Environmental standards also appear to be influencing demand. The study found that 61% of respondents see ESG certifications as a factor in their decision-making, while 45% of Italians place value on supply chain transparency. The report linked that preference to the profile of Italian wine production, which it said includes 133,000 hectares of certified organic vineyards, or 23% of the country’s total vineyard area. The share rises to 40% in Tuscany and 36% in Sicily.

Digital tools are playing a growing role in how visitors plan wine-related trips. The study said 72% of wine tourists book online. It also found that 85% consider artificial intelligence tools useful, 33% already use them to plan travel, and 30% see them as highly reliable when choosing food and wine experiences.

Wineries are also adjusting their marketing around those habits. Instagram remains the main social media channel for 85% of wineries, according to the study, while TikTok is delivering the strongest engagement, with interaction rates between 5% and 15%.

The findings are based on a survey of 800 consumers and describe a broad and varied customer base. The largest group is made up of “curious tourists,” who account for about 35% of the market. They are followed by “weekend lifestyle” travelers at 25%.

The report also pointed to two smaller but growing segments: frequent wine enthusiasts and travelers focused on nature and wellness.

Even with differences in age, spending power and travel frequency, the report said the main groups tend to converge around four priorities: authenticity, personalized offers, sustainability and a clear connection to local identity.

That demand is shaping how wineries structure their business. Monitor Deloitte said producers need to focus on three areas: the offer itself, the channels used to reach consumers and the way they tell the story of their wines and territories. The report argues that identity, place and product quality remain central, but that they now need to be matched with better digital tools and more tailored experiences.

The revenue mix described in the study shows how broad the wine tourism model has become. Direct production and sale of wine remain the core business, accounting for 30% to 40% of revenue. Restaurants and catering contribute 20% to 25%, while hospitality, accommodations and specialized events add another 20% to 25%. Wine experiences themselves account for 10% to 15%.

Even though that last share is smaller, the study said those experiences are important because they help build emotional ties with visitors, strengthen loyalty and support cross-selling of other products and services. In practice, a tasting or vineyard tour can lead to bottle purchases, restaurant bookings, overnight stays or repeat visits.

Hospitality stands out in the report as the strongest engine for future growth. Monitor Deloitte said that adding lodging or event capacity requires significant investment, but it can attract destination travelers and support demand across the rest of the business. That matters in a market where producers are increasingly competing not only on wine quality, but also on the overall experience offered to visitors.

The survey suggests that wine tourism in Italy is becoming a more integrated business model that links agriculture, tourism, retail and digital marketing. For beverage producers, especially wineries, that can mean a stronger direct-to-consumer route and more control over how brands are presented. It can also create more resilience if consumer spending shifts away from traditional retail channels and toward travel and

experiences.

Executives cited in the report said producers that adapt their offering, strengthen both digital and physical sales channels and present a credible link to local territory will be better placed to capture demand in a changing market. Their view, reflected in the study, is that growth will depend less on volume alone and more on a winery’s ability to combine wine, hospitality and place into a single offer that matches what visitors now expect.